"Don't Spend Increase in Pay." Advises Booklet Issued by Association

WEEKLY BUDGETS

you get an increase in pay Put it away for a rainy day.

This is the advice given to the several thousand employes of the Rapid Transit Co. by G. W. Jackel, president of the Co-operative Welfare Association.

The association is composed of employes of the company. The saving suggestion and other hints to promote economy are in a booklet which was issued to the employes today.

Despite the high cost of living it is announced in the booklet that a family

announced in the booklet that a family man earning \$35 a week can save \$4 of

man earning \$35 a week can save \$4 of it, while a man who receives \$40 a week may save \$6 weekly.

The figures were compiled as a result of a survey of the average family budget of P. R. T. employes.

By way of aiding those who may be economically inclined, the booklet gives illustrations as to how the weekly income may be apportioned.

Gives Two Weekly Budgets

For the employe who carns \$5.5 ekly it is suggested that the money divided as follows: Food, \$14; shelter, \$5,00; clothing, \$4.55; heat and light, \$1.40; other expenses, \$5.45; savings, \$4.

The employe who carns \$40 weekly

HOME VICTOR WATER HEATER Reeves Stove & Foundry Co. So. 2d



UNEQUALED IN PURITY

set as important as the use of pure food

PARADISE SPRING COMPANY

MITCHELL FLETCHER CO.

#### STUTZ

passenger Touring Car. Wire-wheel equipment, 6 tires. A-1 condition. Full equipment. Attractive price.

LEXINGTON MOTOR COMPANY OF PENNA. 851-853 North Broad Street



ADVERTISING smooths the entrance way for your salesmen, and cooperates with, and sustains them.

THE HOLMES PRESS, Printers 1315-29 Cherry Street Philadelphia



## Wanted Immediately 50 Automobile Salesmen

Whole or Part Time

Young men with sales ability. Previous experience in selling automobiles not essential.

Connect with a well-established house and a well-known and popular-priced car.

**CALL AT ONCE** 306 North Broad Street Philadelphia



is urged to apportion his funds as fol-

Food, \$14.40; shelter, \$6.40; cloth ing, \$5.20; heat and light, \$1.60; other expenses, \$6.40; savings, \$6. Among other suggestions given in the booklet are the following:

"Set aside a certain amount of every pay before you start to spend your money. Make your savings just as much a part of your budget as your food or rent." Don't Spend Your Increase "When you get an increase in pay don't start in to see how fast you can spend it. Save it. Never having had

it to spend, you won't miss it."
The cash on hand will grow under constant watching." while speaking of the thrift of em-ployes of the company at a recent pub-lic hearing before the Public Service Commission, Thomas E. Mitten, president of the company, said that they ex-pected to save \$1,000,000 this year. Mr. Mitten will address the employes on the value of thrift at their pienic

Three-Year Campaign for System

system. The plan was presented by concession of every fifth day off. which will be held at Willow Grove on the fire committee of Council, of which Joseph Forsyth is chairman, and marks



The Right Idea!

Ferro Clothes outwear your patience.

All our finest Spring & Summer Suits Reduced

\$38 to \$78

\$45 to \$110

# Ferro & Co. Inc.

Agents for Rogers Peet Clothes

## Chestnut Street at Juniper.

Store Open 8.30 A. M. to 5 P. M.—Closed All Day Saturday



Personality counts for a great deal in the business world, and it is that factor, more than any other, perhaps, which has brought the Chestnut Street Shops to the notice of those who appreciate quality. Each of the shops mentioned in this column has an individual and direct appeal to the readers; each of them advertises something that you really need, for the first article of their creed is service, and service is of the essence of personality.

#### Deborah Sagam

THOSE large, white, freestone Peaches from Georgia, the most lelicious of the season, are now and those wonderfully colored exercise.

Mulgoba Mangoes are among the too. I was in the store of A. G. fruits that Henry R. Hallo-Spalding & Bros., at 1210 Chestnut well & Son, Broad Street below Street, several days ago, and saw the new Spalding racing model. longer than a passenger making the coaster brake. for fruits of such quality as Hallo- various other colors. well's are not obtainable elsewhere.

T ARELY does one pass a shady K veranda at any summer re-sort at this time of year with- & La Rue, at 1615 Chestnut Street. out discovering interested groups of Their annual summer sale of Oribridge players. Or, if it is not bridge, it is some other card game that is holding the attention of the occupants of the comfortable wicker thairs. I dropped into Bailey, Banks & Biddle Company's store the other day to refresh mine eyes with beauty, and I was delighted to find that it is possible to buy there some that it is possible to buy there some that give to it such an air of luxmost appropriate and useful articles uriousness, as the Oriental rug. A for bridge prizes, and really there well-chosen Persian rug, with its are a number of these that are in- marvelous coloring, or a Chinese expensive — crystal cracker and rug, with its soft nap and rich tones cheese dishes, lemon dishes, candy of mandarin rose, imperial yellow jars, preserve jars and many other and blue, is suggestive of comfort things, decorative, as well as useful. and luxury. There is a particular A gold pencil is an acceptable bridge advantage, too, in buying at Fritz prize, especially when it comes from & La Rue's, where each salesman

6 T'VE never really appreciated said an enthusiastic housethe attachment which comes for

O NE of the most healthful of exercises is eveling exercises is cycling, and the best thing about it is that you at Hallowell's. Honey Dew Melons, don't have to set apart a certain luscious Cantaloupes; large red number of hours a day-in which to California Plums that fairly drip practice it. You can cycle leisurely with Juice; big black Bing Cherin to your place of business in the ries from Oregon; Alligator Pears morning and home again in the Florida, the finest grown evening, feeling much better for the those wonderfully colored exercise. Physicians recommend it, resorts and other points within 1000. The tubing used in this bicycle is of miles of Philadelphia. They guar-steel and practically unbreakable. antee perfect delivery and the fruits United States tires are used on the are in transit only a few hours wheels and there is a New Departure This model has the Out-of-town people ram's horn handlebars and a spring appreciate this service particularly, seat. It comes in black, red and

> HAPPENED upon an interesting bit of information this week is an expert in his line.

ITTEN'S EAR is a fabric my Hoover vacuum sweeper K which, Paris says, is to be until the warm weather K much in favor for fall wear. Hence, the wise woman who is buykeeper, "but when I remember the ing a dark afternoon dress for wear broom we used on the rugs in other during the summer months chooses summers, and the beating that was kitten's ear, and finds it still wearnecessary to shake out the grit, I able in the fall. The Blum Store, am exceeding glad that we dis-covered the Hoover." The Hoover ceived some new models in black and has an electrically driven brush navy blue kitten's ear which are altowhich dislodges grit, while the gether charming. A black gown has air suction removes the surface a plaited tunic and a girdle showing litter. Such a process lengthens the touches of old blue. Another black life of the rug immeasurably. With gown has two plaited frills, peplumwise, on the skirt and a plaited tunic. dusting you can clean walls and portieres without perching upon a stepladder and air-clean mattresses and furniture. The Hover Electric Suction Sweeper is sold by J. Franklin Miller 1612 Thesant.

have the best possible one. Fifty exout the new plan. Mr. Forsyth said that it will be necessary to ask the fire committee of Councils After committee of Council to recommend o'clock. This is a sister ship of the stroyer Sturtevant will be launched. about \$50,000 for this purpose in No- Pan Handle State, Creole State and the fully completed. vember. He believes that it will be possible to put the new system into effect by the first of January.

WILL COST ABOUT \$50,000 a day shift of ten hours and one at night which will be fourteen hours which will be fourteen hours The men will, of course, alter-As the result of a plan approved by
City Council yesterday, Camden firemen are now assured of a two-platoon
The plan was presented by
The plan was presented by

> SALE OF ARMY WRIST WATCHES For Philadelphia and Vicinity



Guaranteed **20 YEARS** ADJUSTED

Priced During the War, \$15 A CHANCE TO PURCHASE A WRIST WATCH REALLY CHEAP.

WATCH REALLY CHEAP.

Taking into consideration that there were more than one thowand delers after this let of Army Watches much credit is due for formy Watches much credit is due Mr. A. Press, of the firm of I. Press & Sons, for his untiring efforts in securing them, which number many thousands and give to this firm the exclusive sale for these watches in PhUndelphin and clinits. During the war these russed little timepiers rould not be made fast enough to supply the Entited States Army at \$15.00 each, Every movement is beautifully jeweled and national and adjustments as required by the United States Government. Every one has been examined and nussed by the Government inspectors. So there can be no mistake. Furthermore, this firm's guarrates gove with every one for 20 sears, we new offer them for sale at \$4.00 each with the distinct understanding that the money (every cent of it will be refunded if Watches as good as these in any particular can be purchased elsewhere for less than \$15.00. Higher grades will be sold as follows:

\$20 Grade, \$ 6

\$25 Grade, \$ 8 \$30 Grade, \$10

\$40 Grade, \$15 \$50 Grade, \$25

\$100 Grade, \$50 Pressesons DIAMONDS WATCHES JEWELRY

General Distributors for the Eastern District of Pennsylvania Cor. 8th & CHESTNUT Sts.

1017 MARKET ST. 909 MARKET ST. ALL THREE STORES OPEN EVENINGS

tra firemen will be necessary to carry passenger steamship Bay State will be

the culmination of a three-year fight for the new system.

Mr. Forsyth said that a study will be made of other cities having the two-platoen system so that Camden may be made of the cities having the two-platoen system so that Camden may York Yard, Camden

LAUNCH SHIP SATURDAY

Keystone State, launched during the last two months by the Camden firm.

The sponsor will be Mrs. Marie M. Webster, wife of Stuart Webster, of South Beach, Conn. She will be accompanied by a number of officials of the Envergence Fleet Corporation and The 13,000-ton combination cargo and the Emergency Fleet Corporation and their wives.

On Saturday, July 31, at the same

### Talcum All Over

In college gymnasiums, in palatial athletic clubs and at fashionable watering places, athletes revel, after bathing, in talcum powder on the entire

Talcum manufacturers, in their advertising, picture a gentleman using a pinch or two after

If that portion of our male population which enjoys exercise,-a shower, and rub with a harsh towel,-could be introduced to the free use of talcum, what an increased consumption would result!

The familiar Greek Gods in the clothing advertisements from Chicago or Troy could lend the authority of fashion to talcum's generous use.

Instead of covering square inches on the face, to cover square feet of surface on the body!

To increase the intensity or quantity of use from present customers could broaden the market for many commodities in the ratio of square feet to square inches.

Consider if this might not be true in your

Butterick—Publisher

The Delineator (\$2.50 a Year)

Everybody's

Magazine (\$2.75 a Year)

(\$1.50 a Year)

The Designer



Electric household helps are the answer to your housekeeping difficulties. Electric cleaners, washers, irons, dishwashers-standard makes and reasonable prices—await your selection at the Electric Shop, Tenth and Chestnut Street.

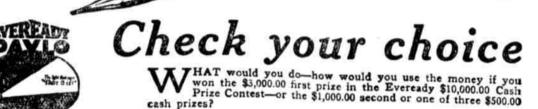
Easy payments, too.

And a wide variety of electric fanssmall and large sizes.









ing study of a human-nature picture.

Mazda Bulbs Look for this sign on Daylo Dealers' windows

Free copy of Contest Picture and official Contest Blanks with complete Contest Conditions at elec-trical, hardware, drug, auto accessory and aporting goods dealers

First see the Centest Picture in a dealer's window; then, get a free copy of the Contest Picture. Contest Blanks, Rules and information inside the dealer's store. Your answer will be judged by the editors of Life. Should two or more contestants of that prize will be paid to each. No obligation-no delay-start now and win money for the thing you want. Contest AMERICAN EVER READY WORKS of National Carbon Company, Inc.

Would it be an automobile-a home-a farm-a business? Check

your choice. Determine to win the money in this great cash prize

Then think of this! 104 people will surely get cash awards. 104 opportunities for you to win money to buy what you always wanted but never had enough money to get. Trying is easy—just an interest-



Eveready Flashlight Batteries Fit all Flashlights

Powerful, long-lived; Eveready Plashlight Bat-teries deliver a greater amount of current for a longer time. Be sure you get an EVEREADY Plashlight Battery. Gusentted satisfactory. Eveready desiers have a fresh supply.

NEW YORK

THE SECOND WEEK

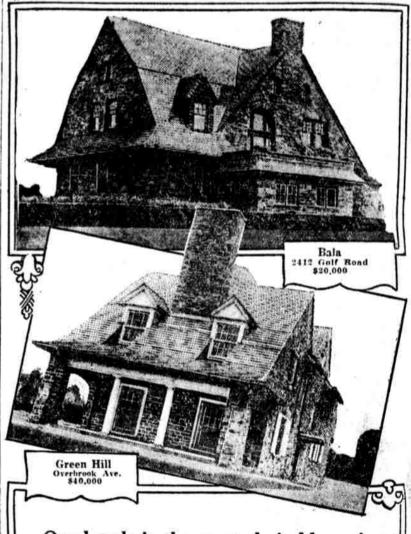


## These Beautiful Homes

Just as the Prince of Merchants took the lead, at personal sacrifice of profits, in bringing down the high costs of merchandise, so we have determined to make an effort to make it possible for the public to buy good homes at more reasonable prices. To this end we shall offer our houses and lots west of 66th Street at 10 per cent less than real selling value. The prices on these homes are well known in the neighborhood and the genuine reductions can easily be verified. It s our endeavor to sell these properties directly to those that wish

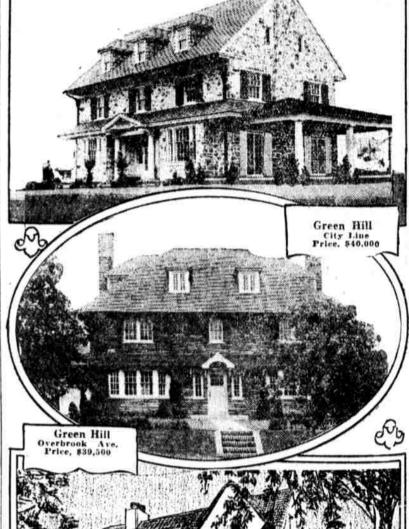
# Saving Hundreds of Dollars for You if You Act Quickly

Prices quoted below are subject to 10% discount



Overbrook is the most desirable residence section in suburban Philadelphia

These homes are in one of the choicest locations in Overbrook—the Morris Estate. Substantially built according to the design of famous architects. Convenient to churches, schools and the new 18hole golf course of the Overbrook Country Club. Only twenty minutes by motor through Fairmount Park to the heart of the city. Inspection by appointment.



Green Hill

CHOICE LOTS FOR SALE

MORRIS WOOD, Manager

64th Street and City Line